

Millennial Moms : Social media as The Preferred Source of Information about Parenting in Indonesia

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Millennial Moms : Social Media as The Preferred Source of Information about Parenting in Indonesia

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Abstract

This study aims to know about how social media is the preferred source of information about parenting on millennial moms or young mothers in Indonesia. This research was conducted using a quantitative approach through survey. The survey was conducted by using a questionnaire distributed online to the respondents via Facebook. The measuring is clarified by six dimensions: rejection, punishment, support, responsiveness, autonomy, and warmth. The sampling technique is done by accidental sampling techniques with strict criteria. The sample size were 443 social media users that meet the research criteria. Research criteria are a mother that born in 1980-2000s and actively using social media. Data analysis technique is done by crosstab descriptive analysis using SPSS 22 application.

Based on the result, it is revealed that 55,4 % of millennial moms prefer the internet especially social media as a source for information on parenting. The most order of choice of social media is WhatsApp (94,8%), Instagram (82,8%), Facebook (79,2%). Most of them often applied the rejection, punishment, support, responsiveness, autonomy and warmth component of parenting in their childcare at home. Millennial moms prefer social media to other sources of information, such as family and neighborhood. This condition indicates that traditional value and family no longer play as the strongest influence in millennial moms parenting. This can be an opportunity for government and parenting activists to expand the parenting campaign through social media.

Keywords: Millennial moms, Social Media, Parenting, Information Source

Introduction

Millennial are those who were born and raised in the technologically advanced period. They were born in 1980-2000, that much different from those of previous generations who born and raised before them. Technology has been part of their daily life from their reliance on social media to communicate with others through voice, text, and video. Social media has become an emerging and popular trend today. Alvara Research in (Ali and Purwandi 2016) stated that penetration of internet users in Indonesia is very dominated by millennial generation with 8 from 10 millennial people is connecting by the internet. Millennial's whose

aged 18-38 years old consist of men and women who are relatively equally active in using the internet. APJII data in (Marius and Anggoro 2015) shows that female internet users were 48,57 %. At the age of 18-38 years, many of them has had children. The internet is also use as one source of information one of which is information about parenting. The increasing number of the internet access by millennial mothers is also in line with the development of knowledge and information about parenting. Information on parenting that can be obtained through online scientific articles, official websites on parenting, even information shared by fellow social media users about their information and experiences obtained through social media.

A mother of millennial with high exposure to the internet, relies heavily on the internet as a source of information on parenting. It is even possible that millennial mothers rely more on the information they get from social media than information already circulating in the community in general. The aimed of this study is to know about how social media is the preferred source of information about parenting on millennial moms in Indonesia.

Literature Review

Social Media, Source Of Information and Information Seeking

Information seeking defined by Johnson et.al as “the purposive acquisition of information from selected channels”. Information seeking appears in essentially two distinctive constructs are channel selection research and social support research. Dervin's view of information as serving a sense making function. External information is sorted through internal processes that distinguish helpful and useful ideas from those that are not. Construct "common-sense" models of information seeking based on present and past experience combination as well as information obtained from the media, interpersonal networks, including family and friends and various health care providers. Much of channel selection research reveals that some sources of information could overlap (Tardy and Hale 2009). The frequency of information seeking is facilitated by the sources of information that available. (Pirolli 2009) said that many of the costs of information seeking can be reduced by social connections. Economic approach to information seeking represented by the original Information Foraging Theory. It is also argued that information seekers evaluate the cost of seeking additional information versus the benefits of their current access to information (Berg, Stylianou et al. 2018). said that examine some core decisions made by a web forager

would be helpful in understanding the fundamental principles of foraging. First is increasing exploration breadth; the decision whether to leave a site and search somewhere else, second is increasing exploration depth; searching at the site, or making a purchase at a site. This decision is made based on a perceived likelihood that better items or information can be found in another site at a relatively low search cost. Foraging Theory (Pirolli 2009) that increasing network diversity, especially among those who are willing to respond to an information request can be raised up of performance of individuals information-seeking.

Research of (Dillard, Shen et al. 2010) found that the most common and popular source of information was the Internet (31%), followed by pediatricians and family physicians, which, together accounted for 30% of the information-seeking attempts, by other (11%), then by family members (6%), friends (6%), and last thing is medical books (3%). Based on Digital in Indonesia in 2018 January from wearesocial.com, 130 million users from 132,7 million Internet user in Indonesia is Social Media active User. That data shows that social media is the most popular media in Internet user. (Fohringer, Dransch et al. 2015) stated that when traditional data sources are lacking or rare, social media as a source of fast information provides an opportunity to close of that information gap. The media that circulated through social interactions with cybernetic and simulated relations among peoples, organizations, and companies as a basic is defined as social media. This interaction includes the creation, exchange or sharing of information and ideas through texts, images, and other symbols in virtual communities and networks. (Korja, Savonlahti et al. 2008) said that social media is internet-based applications built on the Web 2.0 ideology and technology. Social media also web-based facilities permitting the construction of public or semi-public profiles by individuals or groups (Boyd, Price et al. 2018). (Asare-Donkoh 2018).

Social Media and Parenting

Becoming a mother in this era with the global village of technology, there are two core categories used to tell the story of mother and technology especially for new mothers: 1) Increase self-confidence as a mother: seek advice; breaking into 'new' communities; technology for parenting. More than just 'mother': preservation of identity; connecting to the world using social networking sites such as Facebook giving them a place to post and share encouraging, as well as blogging, specifically to revive themselves as a form of therapy (Gibson and Hanson 2013)

The pedagogical role of the media involves making judgments on what is considered a valid and desirable parenting practice and advising parents to have the goal of being 'good parents'. This is a construction that does not seem to take account of social inequality, cultural diversity and complex social contexts (Assarsson and Aarsand 2011). There are a lot of media that provide a lot of issue of parenting. One of them and most popular now is the internet. The Internet is the resource of media choice for many parents to obtain some information and advice about parenting that they need (Nieuwboer, Fukkink et al. 2013). (Nieuwboer, Fukkink et al. 2013) reviewed that the Internet offers and facilitate a variety of opportunities for consulting professionals and sharing peer support on parenting. Concerning health topics and providing professional support, his study also emphasis on online resources for parents with preschool children.

Social media is the most visited media on the internet. Safko in (Luttrell 2018) revealed that social media are activities, practices, and interactions between connected communities and online communication to provide information, knowledge and opinions to each other through conversation media. Conversation media is a web-based application that makes it possible to easily create and send content in sentences, images, videos and audio.

(Arnold 2018) said that 71% of millennial appreciate the suggestions and insights they receive from parenting blogs, parenting websites, forums and social networks. Moreover, more than 90% parent found online sources to be very helpful in parenting. Here's how the "connected" parents are raising their expertise with the help of social media. Social media groups have a good impact to parent, because it is able to improve childcare competencies and reduce depression severity when compared to groups directly. The involvement of mothers in the social media group is high (83%). Mothers participate in social media groups by posting comments on the group's page. Thus, mothers values the intervention positively (Boyd, Price et al. 2018)

The study of (Liu, Cheung et al. 2016) found that there were three primary areas where the social media information was sought; knowledge, opinion, and conviction. (Arnold 2018) said that social media uses to Getting support and insights from another parent, seeking out expert advice, making help more accessible, making social connections with other parents, and potential pitfalls from relying on social media. Study by (Marasli, Suhendan et al. 2016) have found that parent shared the Information about parenting on social media in *sharenting*. Nowadays, online parenting program could help parenting. Delivering parenting

interventions online to increase their reach and dissemination had been increasing on focus. The findings of (Tully, Piotrowska et al. 2018) indicates that media campaigns especially online appear to be an effective method of increasing awareness of online parenting programs. The use of technology as a medium to deliver interventions to address the needs of parents of young children is a research issues that must be developed and innovated (Hall and Bierman 2015)(Hall and Bierman 2015). Parent employed social media to improve infant feeding (Cocos, Fiks et al. 2017). Besides that, social media also employed to find solutions to child behavioral problems and negative parenting behaviors (Myrick, Holton et al. 2016).

Consist with Information about parenting based on both parenting dimensions and parenting typology. Dimension is a concept to categorize parenting behavior on compassion, punishment, monitoring. So that Maccoby and Martin (Martin, Ryan et al. 2007) describe parenting dimensions into two, namely support and control. Then (Hoeve, Dubas et al. 2009) said that the dimension of support can be represented by warmth, responsiveness, or acceptance referring to parents' behavior that makes children feel comfortable, recognized and accepted. Baumirind in (Fay-Stammbach, Hawes et al. 2014) stated the dimensions of control are parental monitoring and discipline practices by parents

Method

A quantitative approach conducted this research through survey method. The survey is done through a questionnaire distributed online to the respondents. The ability to analyze various user behaviors is characteristic of each social media platform (kwak 2018). The measuring clarified by 6 dimensions: rejection, punishment, support, responsiveness, autonomy and warmth.

The number of the internet users in Indonesia is 143.26 million users in 2017, 74,23% of that (106,34 million) is millennial with the age of 19-34 years old.(APJII 2017). There is no data available for the number of research population. (Fraenkel, Wallen et al. 2011) suggested that for descriptive studies, a sample with minimum number of 100 samples is essential. This studies use formula for the population to be unknown or approximated, with the confident level 0,95%, margin of error 0,05 and standard deviation of 0,5, use the formula for unknown or larger population (Scott, M.S:

$$\text{Necessary Sample Size} = (Z\text{-score})^2 \times \text{StdDev} \times (1\text{-StdDev}) / (\text{margin of error})^2$$

$$\text{Necessary Sample Size} = ((1.96)^2 \times .5(.5)) / (.05)^2 = 384.16$$

The sample size of this study is 443 social media user that meets the research criteria.

The sampling technique is conducted by accidental sampling techniques with strict criteria. The criteria are a mother that born in 1980-2000s and actively using social media, has a toddler and/or school-age children. Data analysis technique is done by descriptive analysis using SPSS 22 application.

Result And Discussion

Result

Based on the survey that had conducted, there are some results obtained in this study.

a. Millennial moms uses of Social Media

Based on the survey that had conducted from 443 respondents, the are some results obtained in this studies about the time that they spent to use social media.

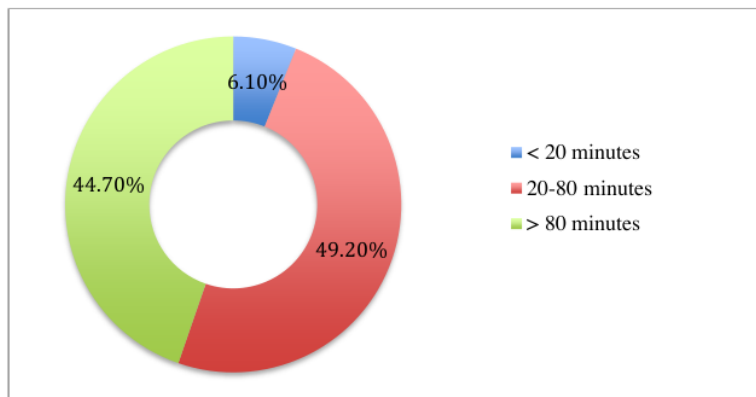


figure 1. Respondents time spent of Social Media

Based on figure 1 can be seen that most of respondents uses time spent of social media is 20-80 minutes per day, its means that they are categorized as medium user. But there were also a lot of respondents that categorized at heavy user which is spent time more than 80 minutes per day to access social media (45,9%). Millennial moms who categorized as light user of social media were only 5,4%.

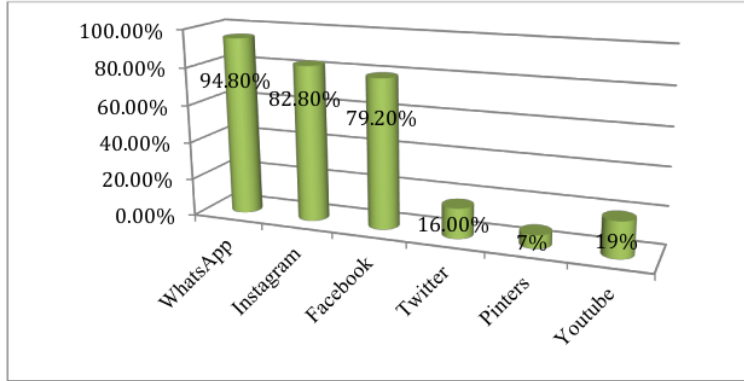


Figure 2. Uses of Social Media

Based on figure 2, can be seen that 94,8% respondents have a WhatsApp account, 82,8% have Instagram and 79,2% have Facebook.

This study also found that millennial moms used social media most often to find information (82,2%), to entertain (75,7%), and to socialize (72,7%). Another purpose of social media uses is to shop online (59%) and for business (47,1%). The majority of respondents have children aged 1-3 years (42,6%), 4-6 years (40,3%), 7-9 years (21,2%), and under 1 years old (20,9%).

b. Millennial moms Source of Information about Parenting

Based on the survey that had conducted from 443 respondents, the are some results obtained in this study about millennial moms source of information about parenting.

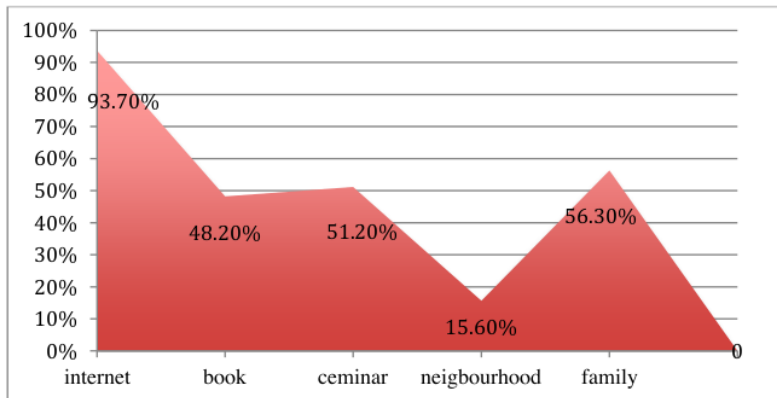


Figure 3. Respondents Source of Information about Parenting

Based on figure 3, can be seen that most of millennial moms media source of information about parenting were internet (93,70%). Followed by family (56,30%), seminars (51,20%), book (48,20%), and neighborhood (15,60%).

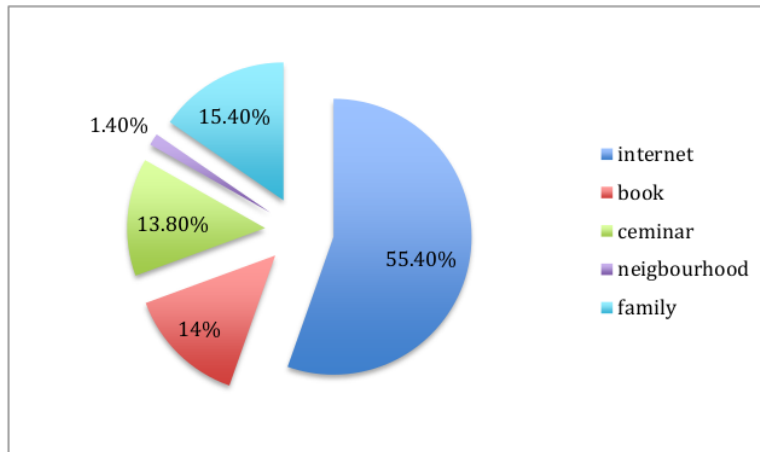


Figure 4. Respondents media chosen when there are differences about parenting

Based on figure 4, can be seen that when there are any differences information about parenting, Millennial moms would be choose internet (55,40%) as references from any different sources.

c. *Millennial moms Source of Information and Dimensions of Parenting*

Based on the survey that had conducted from 385 respondents, the are some results obtained in this study about Millennial moms source of information about the dimensions of parenting.

Table 1. Source of information of Parenting (%)

No	Source of Inform Parenting	Internet							Non Internet			
		Social media (SnS)	Blog	Pop Article	Sci article	Ebook	google	Youtube	Ceminar	Book	Neighbour	family
1	Rejection	63,4	15,3	26,2	18,5	6,5	29,8	19,9	35	30,9	9	43,1
2	Punishment	62,7	14,3	25,8	19,7	7	31	20,4	36	31,2	8,8	45,1
3	Support	68,8	16,3	26,2	19	7,7	33,9	24,2	40,5	31,9	8,4	43
4	Responsive	67	15,8	24,9	18,3	7,9	35,3	22,6	34,2	32,8	10,2	41
5	Warmth	67,69	17,6	22,9	17,9	7,9	32,4	24,9	39,8	31	7	39,6
6	Autonomy	71,1	22,5	24,6	13,4	10,2	31,6	27,8	27,3	32,6	10,2	50,3

Source: Author primary data, 2019

Based on table 1, it can be seen that social media especially social network sites is the most media used by respondents as a source of information in childcare. Both the components of care rejection, punishment, support, responsiveness, autonomy, and warmth. However, besides that respondents also still rely on seminars and family as a source of childcare information.

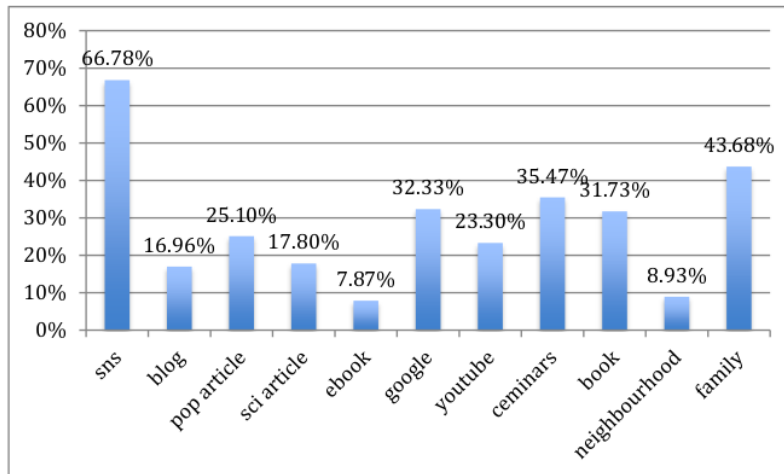


figure 5. Source of Information about Parenting

Based on figure 5 above, represented that the most source of parenting information that respondent seek is from social media especially social networking site (Sns) as much as 66,78%. Millennial moms also still listen family (43,68%) and going to seminars (31,73%), searching on google (32,33%) to get information about parenting.

Table 2. Applied of parenting information in real life

No	Parenting Scale	Means of respondents answer	Conclusion
1	Rejection	3,86	Often
2	Punishment	3,81	Often
3	Support	3,87	Often
4	Responsive	3,97	Often
5	Warmth	4,03	Often
6	Autonomy	3,93	Often
Means of total		3,91	

Source: Author Primary data, 2019

Based on table 2 above, represented that means of total parenting dimensions were 3,91, means that Millennial moms almost often applied parenting information that they get from social media in they daily life. The biggest mean of dimension that applied in they daily life were warmth dimension (4,03).

Discussion

Millennial moms in this study used social media most often to find information (82,2%). Furthermore, 93,70 % of the information source about parenting of millennial moms in this study is the internet. Based on APJI data (Marius and Anggoro 2015), 55.3% of the internet is used to read articles and 21, 73% is used to share information about education. (Arnold 2018) said that 71% of millennial appreciate the suggestions and insights they receive from parenting blogs, parenting websites, forums and social networks. More than 90% parent found online sources to be very helpful in parenting. Here's how the "connected" parents are raising their expertise with the help of social media. Consist with Foraging Theory (Pirolli 2009) that Improving network diversity, can improve the performance of individual information seeking, especially among those who are willing to respond to information requests (Arnold 2018) said that social media uses to Getting support and insights from another parent, seeking out expert advice, making help more accessible, making social connections with other parents, and potential pitfalls from relying on social media. Study by (Marasli, Suhendan et al. 2016) have found that parent shared the Information about parenting on social media in *sharenting*.

The special thing about this study is that Indonesia with high collectivity so that culture influences everyday life including in parenting. When there is a difference in information or opinion regarding parenting from various sources such as families, relatives, seminars and other sources on the internet, the majority of respondents (55,4 %) choose to refers the internet specially social media rather than another sources including family. Whereas many respondents revealed that the culture made their families, especially their parents, also regulated in terms of childcare. Although sometimes disagreements about parenting between respondents and their parents could causes conflict, respondents can stay with their references about parenting obtained through the internet. This result studies showed the characteristics of millennial. Kaifi, et.al in (Smith and Nichols 2015) said that their closeness to the new millennium and being raised in a more digital age, so that they are

called millennial. Then (Andert 2011) stated that the millennial generation is influenced by computers. They are stronger in receiving and accepting non-traditional family values. That's why traditional value and family no longer had strong influence in this generation.

Millennial moms use the internet because the access is easy so it does not require a lot of time and money to get out of the house. Respondents use social media based on several benefits because they do not have to spend a lot of time and money to go to a various seminar or buy parenting books in the store. (Pirolli 2009) said that the costs of information seeking can be reduced by social connections. It argued that information seekers evaluate the cost of seeking additional information versus the benefits of their current access to information. Respondents use social media because they can get a quick response to questions about parenting from other social media users.

This studies found that the most of social media used by Millennial moms is *social networking sites* (SnS) as much as 66,78%. (Gibson and Hanson 2013) said that connecting with another mother could make them feel more than 'just' a mother, it can foster identity preservation by using social networking sites like Facebook to connect to the outside world is a form of therapy and self-expression by posting and sharing thoughts. (Boyd, Price et al. 2018) found that when compared to face-to-face groups, social media groups were able to reduce the level of depression and improve parenting competencies significantly, mothers values the intervention positively. Social media uses to Getting support and insights from another parent, seeking out expert advice, making help more accessible, making social connections with other parents, and potential pitfalls from relying on social media (Arnold, 2018).

Based on the data, respondents often apply the parenting dimension that they get through social media, on childcare activities at home. The dimension that is most widely applied by mothers is the warmth, 75,2% of them stating that they often even always apply a dimension of warmth to their parenting behavior. (Skinner, Johnson et al. 2005) noted that warmth could be defined as acceptance, it represented by the expression of affection, kindness, appreciation, love, and regard includes support, emotional availability, and genuine caring.

This study has proven that millennial moms entrust and choose the sources of information about parenting on the internet especially social media rather than other sources including family and the surrounding environment. This can be an opportunity for parenting

activists to expand the parenting campaign through social media. In order for scientific information whose comes from parenting experts who are developing science and parenting methods can also be spread through social media. The pedagogical role of the media involves making judgments on what is considered a valid and desirable parenting practice and advising parents to have the goal of being 'good parents'. This is a construction that does not seem to take account of social inequality, cultural diversity and complex social contexts (Asare-Donkoh 2018). Facebook offers media for lessons that can be learned and implications for prevention programming and intervention. Facebook is a viable platform for providing nutrition education and facilitating various levels of parental involvement. The online survey of (Tully, Piotrowska et al. 2018) indicate that media campaigns are effective in increasing awareness of online parenting programs and enhancing the involvement of father rate in parenting. Their study found that 11% of caregivers reported exposure to the online campaign, and those who were exposed to the campaign were more likely supports participation in parenting programs, than those were not exposed to the campaign.

The results of the study indicate the high interest and needs of millennial mothers to seek information about parenting through the internet, especially social media. Internet and social media with the characteristics of content validity that cannot be accounted for, the government and nongovernment relevant institution who are competent in parenting issues should capture the opportunity to campaign parenting through social media. So that millennial mothers can have a clear referral framework through the accounts of the official social media accounts of competent institutions regarding parenting

Conclusion

Most of the millennial moms respondents, use social media as a preferred information source of their parenting with the warmth dimension is the most dimension of parenting that respondent applies at home in their childcare activities. This Study showed that millennial moms entrust and choose the sources of information about parenting on the internet especially social media rather than other sources including family and the surrounding environment. This study proven that traditional value and family no longer the strongest influence in Millennial moms parenting. This can be an opportunity for government and parenting activists to expand the parenting campaign through social media.

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